

# CLASS TITLE: PUBLIC RELATIONS REPRESENTATIVE I

# **CHARACTERISTICS OF THE CLASS**

Under supervision, participates in the development of public information materials in order to promote departmental programs and services; and performs related duties as required

# **ESSENTIAL DUTIES**

- Drafts copy and text for inclusion into departmental public information materials (i.e., brochures, pamphlets, newsletters, presentations)
- Participates in the design and layout of graphic displays and publications to promote special events
- Assists in coordinating the preparation of graphic materials with technical personnel to ensure that information is presented according to specifications
- Attends neighborhood forums and performs other community outreach activities to inform the public of programs and services
- Organizes, updates, and maintains files (e.g., newspaper clippings related to departmental programs and special events, client database, revenues, summaries of events and meetings)
- Assists in scheduling attendance of designated personnel and assists with set up at community meetings and other events
- Maintains and renews subscriptions of department periodicals
- Assists with circulating periodicals and informational materials
- Participates in tracking and reporting all departmental media contacts and coverage
- · Assists in updating calendar of departmental activities and special events
- Utilizes blogs and social media platforms to communicate department programs, events and services
- Researches and compiles information in response to Freedom of Information Act (FOIA) requests
- **NOTE**: The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.

# MINIMUM QUALIFICATIONS

# Education, Training, and Experience

• Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Communications, English or a directly related field; or an equivalent combination of education, training and experience

# Licensure, Certification, or Other Qualifications

None

# **WORKING CONDITIONS**

• General office environment

#### EQUIPMENT

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator, adding machine)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer)

#### PHYSICAL REQUIREMENTS

• No specific requirements

# KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

#### <u>Knowledge</u>

Some knowledge of:

- principles, practices and techniques of public relations and communications
- social media platforms and other technology channels
- local media outlets and news organizations
- applicable department programs, organizations, and resources
- applicable computer software packages and applications

Knowledge of applicable City and department policies, procedures, rules, and regulations

#### <u>Skills</u>

- ACTIVE LEARNING Understand the implications of new information for both current and future problem-solving and decision-making
- ACTIVE LISTENING Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- COORDINATION WITH OTHERS Adjust actions in relation to others' actions

#### <u>Abilities</u>

- COMPREHEND ORAL INFORMATION Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION Read and understand information and ideas presented in writing
- WRITE Communicate information and ideas in writing so others will understand

All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

# CODE: 0701 CLASS TITLE: PUBLIC RELATIONS REPRESENTATIVE I

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